

State of Hawaii
DEPARTMENT OF LAND AND NATURAL RESOURCES
Division of State Parks
Honolulu, Hawaii

June 23, 2006

Board of Land and Natural Resources
State of Hawaii
Honolulu, Hawaii

SUBJECT: Request to Use Diamond Head State Monument Once a Year for Two Years for the Diamond Head Crater Celebration

GM Entertainment has requested permission to hold a one-day music event annually for two consecutive years at Diamond Head State Monument. The Diamond Head Crater Celebration (DHCC), held on April 1, 2006, was a successful event, with over 6,000 in attendance. GM Entertainment abided by all the conditions set by the Board when they approved the event on October 22, 2004 (attachment 1). The DHCC had no significant effects on the natural resources of the Monument, and minimal impacts on the surrounding community.

In the October 22, 2004 Board submittal (attachment 1), multiple issues and concerns raised by neighborhood board members and the Diamond Head Citizen Advisory Committee (DHCAC) were addressed, including logistics, parking, traffic, fire, noise, security, sanitation, consistency with the Diamond Head Master Plan Update and setting a precedent for future events. GM Entertainment proposed solutions to many of these concerns, which were also presented in the Board submittal. In response to these concerns, the Board's approval placed numerous conditions upon the applicant.

GM Entertainment will attend neighborhood board meetings and meetings of the DHCAC to share their proposal for additional Crater Celebrations and hear concerns expressed by community members. The DHCAC has taken a position opposing these events at Diamond Head State Monument.

If permitted, the events would occur in Spring 2007 and Spring 2008. The actual date will be finalized based upon the availability of key artists and local participants. GM Entertainment is preparing to accommodate 7,500 paying patrons for each event.

Attached are letters of support from various government, travel industry, entertainment and other entities in support of future Diamond Head Crater Celebrations (attachment 2). In addition, GM Entertainment staff attended several Neighborhood Board meetings after the concert, and attached are their comments (attachment 3).

The success of the Diamond Head Crater Celebration has demonstrated that such events can be held within Diamond Head State Monument with minimal to no significant effect on the resources and the surrounding community. Events such as these in the Monument can also be a source of revenue for the Department and the Division of State Parks with these funds being used

to improve visitor services at Diamond Head State Monument and other State parks. Both the State (Aloha Stadium) and the City and County of Honolulu (Waikiki Shell) have venues, which hosts events similar to the Diamond Head Crater Celebration. Exhibit 1, provides the rates charged for such events as a comparison for the event at Diamond Head State Monument.

Exhibit 1: Waikiki Shell and Aloha Stadium Rates for Similar Events

<u>Venue Location</u>	<u>Rates</u>
Waikiki Shell: (City & County of Honolulu)	
Deposit (non-refundable)	\$1,354.00 (not applicable to % rental rate)
Percentage Rental Rates	
-- April to August	10% gross receipts (ticket sales) to \$75,000.00, plus 8.5% gross receipts from \$75,000.01 to \$150,000.00, plus 5% gross receipts from \$150,000.01
-- September to March	8.5% gross receipts up to \$150,000.00, plus 5% gross receipts over \$150,000.01
Food and Beverage	32% gross receipts to City (68% to Concessionaire)
Merchandise (event mementos)	30% gross receipts to City/Concessionaire (70% to Act)
Aloha Stadium: (State of Hawaii)	
Deposit (non-refundable)	Varies with type of event (maybe applicable to % rental rate)
Percentage Rental Rates	10% gross receipts (ticket sales)
Food and Beverage	40% gross receipts to State (60% to Concessionaire)
Merchandise (event mementos)	40% gross receipts to State/Concessionaire (60% to Act)

RECOMMENDATION:

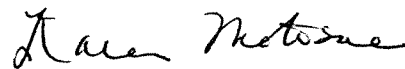
Based on the positive experience with the Diamond Head Crater Celebration held on April 1, 2006, it is recommended that the Board authorize issuance of a permit for the closure and use of Diamond Head State Monument on one day in 2007 and 2008 for the DHCC, and that the Board authorize the Department to enter into an Agreement with GM Entertainment, subject to the following conditions whereby the permittee shall:

1. hold the Event held within the confines of the crater;
2. coordinate with the appropriate Department of Defense entities;
3. sign an Agreement with the Department and pay an non-refundable deposit of \$2,100.00 to the Division of State Parks to reserve the Monument at least 90 days prior to the Event;
4. pay the Division of State Parks 5% of gross ticket sales for rental of the Monument for the Event;

5. pay for security by Division of Conservation and Resources Enforcement Officers during set-up and take-down for the Event, and whenever Event personnel are on-site in the Monument;
6. provide and pay for security for the Event, in addition to the Division of Conservation and Resources Enforcement personnel;
7. procure and maintain, at its own cost and expense, in full force and effect throughout the term of this Special Use permit, commercial general liability insurance, in an amount of at least \$2,000,000 for each occurrence and \$4,000,000 aggregate, with an insurance company or companies licensed to do business in the State of Hawaii. The policy or policies of insurance shall name the State of Hawaii as an additional insured. The insurance shall cover the entire Event Site, including all grounds and all roadways or sidewalks on or adjacent to the Event Site in the use or control of the Permittee;
8. be authorized to collect entry fees for the event and collect funds for food and beverages, event mementos and/or other related concert items within the park during the event, and to pay the Division of State Parks 5% of gross receipts of food, beverage, event mementos and/or other related concert items (merchandise) during the Event;
9. sell alcoholic beverages in compliance with all City and County of Honolulu Liquor Commission rules and regulations;
10. operate food service in compliance with all applicable State Department of Health rules and regulations;
11. be allowed to film and/or record the event and distribute these materials with no additional fees or royalties paid to the State;
12. waive any and all claims they may have against the State of Hawaii and its respective officers, agents and employees, and agrees to defend, hold harmless and indemnify the State of Hawaii and its respective officers, agents and employees from any suits, actions and claims arising out of and in any way connected with the activities permitted under the permit;
13. provide a site plan, transportation, parking and access plan, fire plan, security plan and evacuation plan to be approved by the Chairperson prior to the event;
14. be responsible for clean-up of the Event Site;
15. be liable for repairs, replacement and/or payment for any damages incurred at the Event Site during the period of this permit;
16. provide (by Division of State Parks staff) a report to the Board, before and after the Event, discussing what the impacts were and how they were mitigated;

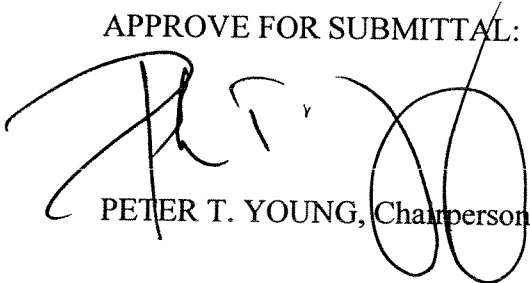
17. include Hawaiian music performers in the Event;
18. require, during the course of the Event, to conduct a briefing, which will include the cultural and natural significance of Diamond Head State Monument;
19. authorize the Chairperson to negotiate and sign the final agreement on behalf of the Department and the Board of Land and Natural Resources; and
20. comply with any other conditions that may be imposed by the Department, the Board of Land and Natural Resources, and/or the Chairperson.

Respectfully submitted,



Daniel S. Quinn
State Parks Administrator

APPROVE FOR SUBMITTAL:



PETER T. YOUNG, Chairperson

Attachments

State of Hawaii
DEPARTMENT OF LAND AND NATURAL RESOURCES
Division of State Parks
Honolulu, Hawaii

October 22, 2004

Board of Land and Natural Resources
State of Hawaii
Honolulu, Hawaii

SUBJECT: Request to Use Diamond Head State Monument for the Hawaii International Music Conference

The Hawaii International Music Conference (HIMC) has requested permission to hold a one-day music event in Diamond Head Crater. They are organizing a statewide five-day conference, which will include a number of events including concerts, workshops, seminars, and exhibits. They envision the concert in Diamond Head as the centerpiece attraction of the conference.

The date of the event is not finalized but, if permitted, the event will occur between November 2005 and April 2006. The actual date will be finalized based upon the availability of key artists and local participants. The HIMC plans to develop a television special and generate worldwide publicity featuring international music stars and local artists. They are preparing to accommodate 7,500 paying patrons for the event.

Event organizers have attended neighborhood board meetings and meetings of the Diamond Head Citizen Advisory Committee (DHCAC) to share this idea and hear concerns expressed by community members. The DHCAC did not take a position on this issue as of the date the submittal was prepared. They are scheduled to meet on October 20, and will probably have a position to share with the Board. Staff understands that sentiments of the DHCAC are in opposition to this, and any similar event.

Multiple issues were raised by neighborhood board members and the DHCAC related to logistics, parking, traffic, fire, noise, security, sanitation, consistency with the Diamond Head Master Plan Update and setting a precedent for future events. The applicant's solutions to the issues raised are outlined in the attached "Community Concerns and Solutions" and are briefly addressed below.

Included in the Diamond Head State Monument Master Plan Update Environmental Impact Statement (EIS), as Appendix H, is the Social Impact Assessment and Revenue Analysis (EIS-SIA), which addresses some of these issues. The EIS-SIA addresses both "probable issues and concerns" as well as "probable actual impacts" which various communities associated with the crater may express. The EIS-SIA states:

as amended
Approved by the Board of
Land and Natural Resources
at its meeting held on

10/22/04

1

ITEM E-1

"Exhibit 1-A on the following page summarizes the contents of Chapter 2, the social impact analysis. It considers probable issues and concerns (although these will be supplemented by comments and hearings in the actual planning process) and likely actual social impacts for various "communities of interest." (EIS-SIA Page 1-5)

"EXHIBIT 1-A: SUMMARY OF SOCIAL IMPACT ASSESSMENT" (EIS-SIA Page 1-6)

<u>Affected Community</u>	<u>Probable Issues & Concerns</u>	<u>Probable Actual Impacts</u>
Community of Nearby Residents (especially those living in neighborhoods very close to Diamond Head)	<ul style="list-style-type: none"> -Noise and litter; repetition of nuisances from early use of Crater for concerts, etc. -Traffic/parking concerns -Size of interpretive center -Effects of fees on neighborhood access (jogging, etc.) -Perceived inequities if State erects structures when nearby residents limited by DH Special Design District 	<ul style="list-style-type: none"> -Fees may actually reduce number of visitors to area -Traffic/parking is key to real level of impact. Potential for conflicts over use of Kapiolani Community College parking lot, vehicle spilling over into residential streets. -If this can be well handled through good planning, then actual impacts likely neutral as most changes will be inside, not outside, Crater.

"Because of previous public use of the Crater for concerts in the 1960s and early 1970s, nearby residents may be expected to express concern about noise and litter if Crater attendance increase and/or the visitor/interpretive center is used for any sort of live performance". (EIS-SIA Page 2-4)

Thus noise and litter, repetition of nuisances from early use of the crater for concerts and traffic/parking concerns were listed as "probable issues and concerns". However the EIS-SIA goes on to state that if these issues are addressed, increased use of the crater will have little effect on area residents.

"The most obvious "community" consists of nearby neighbors. Because of the Crater's previous history for rock concerts in the 1960s and early 1970s, it is expected that neighbors will have a great sensitivity to possible effects of new operations there. However, the factor which will most seriously affect the surrounding neighborhoods will be traffic and parking – whether the proposed move to outside parking will result in Crater visitors' cars or other vehicles overflowing on to residential streets or other parking lots in the area. This is the domain of traffic consultants and planners rather than of a social impact consultant. If these concerns can be effectively addressed, we would expect that developments inside the Crater will have little effect on area residents". (EIS-SIA Page 1-5)

"Probable 'Actual' Impacts (Following Project Completion): The most important likely actual impact of project development would involve traffic and parking consequences, rather than conventional 'social' consequences such as crime or community disruption. Should outside parking be located at the old Cannon Club site, immediate neighbors would face a resumption and perhaps magnification of the sort of noise, traffic, and evening lights previously experienced when the Club was in operation -- although landscaping and other site improvements are expected to minimize much of this impact. The combination of outside parking and parking fees could well result in more people trying to park in the Kapiolani Community College lot (or, if daily rates at the Diamond Head lot are cheaper than student rates at KCC, the reverse problem might occur). It is also possible fees could encourage spillover parking onto neighborhood streets". (EIS-SIA 2-5)

"While these are serious community concerns, they are also the focus of serious study by the project's planners and traffic consultants, who are expected to provide recommendations for dealing with them. These aside, from a strictly 'social' perspective, the project is likely to have an overall neutral impact on surrounding communities". (EIS-SIA Page 2-5)

Thus the proposed event intends on addressing both the "probable issues and concerns" as well as the "probable actual impacts" by developing a thorough plan to deal with community concerns. Patrons will be restricted to approved areas, thus limiting them from wandering into unauthorized areas.

In order to address the issue of traffic and parking, all tickets to the event will include a shuttle bus pass and patrons will be required to park far from the crater at a remote location. From these parking areas, patrons would be required to board shuttle buses, which will take them to the crater. Shuttle pick-up and return sites being considered include Kalani High School, Kaimuki High School, Aloha Stadium, NBC Area, the Hawaii Convention Center or other remote locations. No on-site parking will be allowed to preclude any traffic and parking congestions in the surrounding community.

The shuttles will have a minimal effect of traffic around the crater. The EIS and Master Plan Update included the use of shuttle buses as a long term solution to parking issues in the area. No walk-ins will be allowed and no tickets will be available the day of the event in keeping with the shuttle plan. Patrons will not be parking in the vicinity of the crater or walking to the event. This will minimize litter, noise and parking/traffic issues. Further security will be in place to prevent unauthorized entry.

The Diamond Head State Monument Planning Report from 1979 addresses other concerns as byproducts of past large events.

"Crater festivals and some other large organized events that have been permitted within the crater since 1969 are being evaluated for future inclusion in the Monument Plan. Erosion, fires, health problems and vandalism were by-products

of past large events, especially when admission was charged. Trespassing, traffic congestion, and parking problems were created in the exterior areas adjacent to the crater entrance." (Diamond Head State Monument Planning Report Page 35)

To address these concerns the organizer has contacted the Honolulu Fire Department regarding fire safety for the event, and will arrange to have appropriate firefighting equipment on site. Like wise the Honolulu Police Department has been contacted regarding law enforcement issues. In addition, staff will require an evacuation plan in the event of an emergency. Medical personnel will also be present. Consultations with Police, Fire and Medical personnel will continue to be on going to further address the issues of fires, health problems, trespassing and vandalism.

Security for the event will be tight. As stated above, the organizer has contacted the Honolulu Police Department regarding event safety and concerns. The concert seating area will be cordoned off and no one will be allowed access except from the shuttle busses used by concert patrons. Since no one will be allowed to walk in, anyone attempting to sneak in or climb over the crater wall will be escorted from the park. Limiting access and having adequate security will ensure that erosion will not be an issue.

State and County civil defense agencies have also been contacted. DLNR staff have met with the Adjutant General and Director of Civil Defense regarding the proposed event. It does not appear that the event will impact any National Guard facilities and/or activities within the crater.

An evacuation plan will be created and emergency exit signs will be strategically placed throughout the site. Both the Kahala and Mule tunnels would be used in the unlikely event of an emergency evacuation.

As stated above, the Diamond Head State Monument Planning Report, which was prepared in 1979, established a policy that large crater festivals be phased out as park development takes place within Diamond Head Crater. Subsequent to that plan the Department prepared the Diamond Head Master Plan Update. In December 1999, the Land Board accepted that plan with the understanding that the plan would be revised to include "accommodation of occasional outdoor community gatherings in the crater."

BLNR Meeting - December 10, 1999, Item E-3, Decision on the acceptance of the Diamond Head Master Plan Update:

"The Board accepted the Master Plan Update with the understanding that the Master Plan will be revised to consider:

2. Accommodation of occasional outdoor community gatherings in the crater"

The BLNR Land Board meeting minutes further state:

"The Governor (Cayetano) is supportive of the plan and is prepared to seek funding from the State Legislature to begin detailed design. However, he asks that the Board consider making an amendment to the Draft Environmental Impact Statement (EIS) that supports an occasional open-air gathering area for the community."

Accordingly, the EIS Support Statement includes a provision "providing open spaces within the crater for picnicking and community activities" (EIS Page 29).

The intended event is consistent with both the Master Plan Update and EIS, and as described previously, adequate measures will be taken to assure minimal impact to the park as well as the surrounding neighborhood.

A concern, which has been raised, is that the proposed festival does not meet the 1979 Diamond Head State Monument Planning Report or the Master Plan Update policies and objectives. The 1979 Diamond Head State Monument Planning Report, Plan Policies states:

"4. That large crater festivals be phased out as park development takes place within Diamond Head crater, and any large commercial use that may detrimentally affect the environment of the crater be restricted." (Diamond Head State Monument Planning Report Page 56)

In 1995 the DHCAC amended the 1979 Diamond Head State Monument Planning Report's Policies. Policy 4 was revised to state:

"Policy 4. That large gatherings and any commercial use not be allowed, and that any use which may detrimentally affect the natural crater environment of Diamond Head State Monument be prohibited, including non regulated vendors and non profit activities." (Master Plan Update Page 70)

However, the Master Plan Update also clearly states:

"The objectives and policies were reviewed and portions of the policies were amended and approved by the Diamond Head CAC on November 16, 1995, but were not formally adopted by the Board of Land and Natural Resources." (Master Plan Update page 69)

Thus although the DHCAC developed the policies and objectives included in the plan, the Land Board did not formerly adopt them. These policies serve as a guide in the development of the plan rather than actual policies, which would restrict or limit certain activities. Further the December 10, 1999, Land Board approval of the Master Plan Update was contingent upon the Master Plan Update accommodating occasional community gatherings in the crater.

The EIS further states:

"As such this proposal should be considered as an update to the 1979 plan rather than a completely new master plan. In the face of a significant increase of visitors to the crater since 1979, the following proposal would reinforce these common elements by: -providing open spaces within the crater for picnicking and community activities" (EIS Page 29).

There have been some who further feel the proposed event is inconsistent with the Master Plan Update and EIS because the Master Plan Update states:

"Over the years, numerous alternative uses for the crater have been proposed. Examples of these potential use alternatives considered have included a zoo, golf course, theme park, active recreation (ball fields/tennis, etc.), camping, and facilities for festivals and other large events. However, introduction of artificial or man-made elements into the crater that would detract from a 'semi-wild' interior park were rejected as being inconsistent with the objective and policies established for the crater (1979, and amended in 1995)." (Master Plan Update Page 71)

However the event is not inconsistent with the Master Plan Update because the event does not propose developing permanent facilities for festivals and other large events. The organizers have indicated that the event will be for one day and most likely in the late afternoon/evening. They will need to begin setting up the temporary stage and other support facilities several days in advance, and breakdown and cleanup occurring a day or two after the event. Park closure is requested to the day of the event. No permanent facilities will be developed, thus not permanently distracting from the parks natural environment.

Along this same line, there has also been confusion over whether public gatherings are allowed in a Conservation District, since Diamond Head is within the State Conservation District. However since the event equipment and structures will only be in the crater for a week and then taken down, the event does not qualify, as a "land use" as thus conservation district rules do not restrict the event.

A letter from Sam Lemmo, Administrator of the Office of Conservation and Coastal Land, received October 6, 2004 states:

"Chapter 183C, Hawaii Revised Statutes and Chapter 13-5, Hawaii Administrative Rules are the applicable statute and rule governing land uses within the Conservation District. Under Section 13-5-2 Definitions, "Land use" means:

The placement or erection of any solid material on land if that material remains on the land more than fourteen days, or which causes a permanent change in the land area on which it occurs.

Since the proposed concert activities will not exceed fourteen days, nor is the event anticipated to cause a permanent change to the land in Diamond Head

Crater, Conservation laws do not govern the activity and no Conservation District Permit is required."

DLNR has consulted the City and County of Honolulu, Planning and Permitting Division regarding the proposed event. Based on the nature of the proposed event, the event will not require any City and County of Honolulu administered permits.

Eric Crispin, Director of Planning and Permitting for the City and County of Honolulu, states in his October 14, 2004 letter that:

"As long as all Diamond Head Crater Music Event activities take place within the State Conservation District, which is under State jurisdiction and is not subject to City land use laws (i.e., the Land Use Ordinance), a Diamond Head Special District permit will not be required."

"Based on the submitted information, and as discussed above, we have determined that the event will not have an impact on coastal resources. As such, a Special Management Area permit will not be required for this event."

There has also been confusion regarding whether an event is allowed at the park because it is a National Natural Landmark and a State Monument. Diamond Head's status as a National Landmark and State Monument does not prevent it from being used as a concert venue. Ensuring that adequate security personnel are in place before, throughout and after the event, will keep people from accessing unauthorized areas.

Patrons will enter the crater directly after exiting the shuttle buses. Throughout the event they will be restricted to the grass field where the event will take place. No patrons will be allowed anywhere else within or outside of the crater. Thus the event will have no effect on any historic areas of the park.

This is further documented in the Diamond Head State Monument Master Plan Update Environmental Impact Statement (EIS) Appendix D, Historic Research and Archaeological Assessment (HRAA) which states:

"In 1968, Diamond Head was designated a National Natural Landmark. However, the designation was essentially a 'special award', as there are neither rules nor regulations that accompany the landmark status, conservation being the responsibility of the landowner." (HRAA Page 30)

Further the letter submitted by Holly McEldowney, Acting Administrator for the Division of Historic Preservation, received on October 4, 2004 states:

"Diamond Head State Monument in its entirety is not on the National or State Register of Historic Places."

"Diamond Head State Monument is also honored with the title as National Natural Landmark. However, there are no rules or regulations for this awarded title."

"Given that the event will not entail any long term or permanent improvements, we believe that no historic properties will be affected by the proposed event."

Yet another concern that has been raised is that this event may be setting a precedent for future events. However permits such as this will be reviewed on a case by case basis. This event does not set a precedent. The Land Board will review applications and decided on their merits if any should come forward. There is no reason that the Land Board will automatically issue future permits.

The applicant has made a commitment to the event. The applicant has proposed the creation of a Foundation, to be specifically earmarked for significant long term improvements and maintenance of Diamond Head. The concert is designed to generate revenue for the Foundation, which will grow each year. Concert organizers envision depositing at least \$50,000 of event proceeds into the Foundation account. HIMC will meet with the Diamond Head Citizen's Advisory Board to work cooperatively to determine how to allocate the funds to support implementation of elements in the Diamond Head Master Plan Update. The Board has the authority to issue a permit for this activity.

RECOMMENDATION:

That the Board find that the event will have minimal or no significant effect on the environment.

That the Board authorize issuing a permit for the closure and use of Diamond Head State Monument for the Hawaii International Music Conference subject to the following conditions whereby the permittee shall:

1. have the Event held within the confines of the crater;
2. provide security for the Event;
3. procure and maintain, at its own cost and expense, in full force and effect throughout the term of this Special Use permit, commercial general liability insurance, in an amount of at least \$2,000,000 for each occurrence and \$4,000,000 aggregate, with an insurance company or companies licensed to do business in the State of Hawaii. The policy or policies of insurance shall name the State of Hawaii as an additional insured. The insurance shall cover the entire Event Site, including all grounds and all roadways or sidewalks on or adjacent to the Event Site in the use or control of the Permittee;
4. be authorized to collect entry fees for the event and collect funds for food and beverages, event mementos and/or other related concert items within the park during the event.


5. be allowed to film and/or record the event and distribute these materials with no additional fees or royalties paid to the State.
6. operate food service in compliance with all applicable State Department of Health rules and regulations;
7. waive any and all claims they may have against the State of Hawaii and its respective officers, agents and employees, and agrees to defend, hold harmless and indemnify the State of Hawaii and its respective officers, agents and employees from any suits, actions and claims arising out of and in any way connected with the activities permitted under the permit;
8. provide a site plan, transportation, parking and access plan, fire plan, security plan and evacuation plan to be approved by the Chairperson prior to the event;
9. be responsible for cleanup of the Event Site;
10. be liable for repairs, replacement and/or payment for any damages incurred at the Event Site during the period of this permit;
11. comply with any other conditions that may be imposed by the Department, the Board of Land and Natural Resources, and/or the Chairperson.

Respectfully submitted,



Daniel S. Quinn
State Parks Administrator

APPROVE FOR SUBMITTAL:



for PETER T. YOUNG, Chairperson

AMENDMENT: Add to Recommendation Section:

12. Staff is required to provide a report to the Board before and after the event discussing what the impacts were and how they were mitigated.

13. Hawaiian music performers must be included in the event.

14. The event organizer is required during the course of the event to conduct a briefing, which will include the cultural and natural significance of Diamond Head Crater.

DIAMOND HEAD CRATER CELEBRATION

"One of the most highly anticipated events of 2006"

Jason Genegabus, Star Bulletin

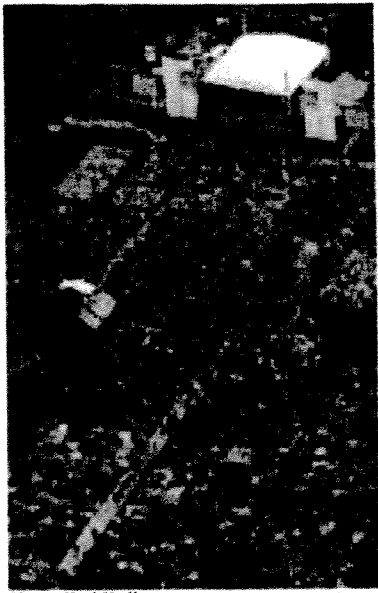


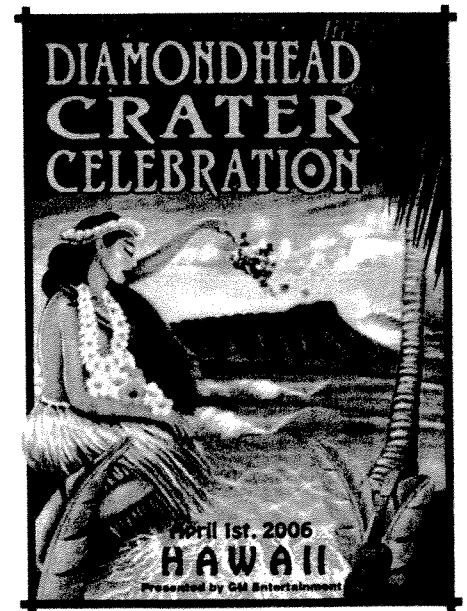
Photo: Karl Hedberg, AerialPhotographyHawaii.com

"This celebration will be another milestone for Hawai'i's entertainment industry."

Governor Linda Lingle, State of Hawai'i

"Look, everyone's got a smile on their face. This is aloha — this isn't like a show at some stadium. This is a very special, sacred place. I think so many people were waiting for this to happen."

*Celebration Attendee,
Honolulu Advertiser Quote*



Artist: Johnny Tsukano

Call it karma. Call it slick planning. Call it 30-plus years of experience. But whatever you call it, be sure to note that the realization of Ron Gibson's dream to have a party in Diamond Head Crater is a huge accomplishment... He got the Diamond Head Crater. And with that, Gibson raised the entertainment bar to what is perhaps its highest point since the crater was closed to public partying nearly 30 years ago.

Kawehi Haug, Honolulu Weekly

"The talk of the arts community this spring is that...for the first time in almost three decades, the crater will erupt — with world-class music."

Janice Macdonald, Los Angeles Times Magazine

"The venue seems uniquely suited to a good show and remains so to this day. The success of this event wasn't a figment of our youthful imagination so many years ago."

Burl Burlingame, Star Bulletin

"I commend the organizers and sponsors for producing this environmentally friendly, unique musical event."

*Mayor Mufi Hanneman
City and County of Honolulu*

"Absolutely magical. The rainbow. The moon rising. The green walls of the crater. We had a great time...Everything went very smoothly and I hope concerts will be held there again."

Carla Tracy, Maui News



DIAMOND HEAD CRATER CELEBRATION

"We want this back, baby."

Concert attendee quoted by Associated Press Writer

EXCELLENT MEDIA COVERAGE

Following is a selection of publications and online resources that featured a REVIEW of the Crater Celebration:

AOL.com (entertainment page)
Austin American-Statesman
Boston Globe
CBS News.com
Cleveland News
Columbus (OH) Dispatch
Earthline.com
Emerald Coast (FL)
Fredericksburg News (VA)
Free New Mexican
Fresno Bee
Honolulu Advertiser
Honolulu Star Bulletin
Indianapolis Star
KSL Utah
Las Vegas Sun
Mankata Free Press (MN)
Modesto Bee
MSN News
Netscape Channels
Newsday (all over Long Island)
NW Indiana News
Palm Beach Post
PHILIPPINE NEWS
Phoenix News
Raleigh News & Observer
Seattle Post-Intelligencer
Seattle Times
The Washington Post
Toronto Newstalk 1010 CFRB
Tri City Herald (WA)
USA Today
YAHOO! ASIA NEWS
Yahoo.com
(Partial listing only)



Henry Kapon, left, joined by Jim Linker, Andy Bumatai and Jon Brekke

Hawaii Tourism Authority's Mainland Promotion of Hawaii Arts Season was hosted by Yvonne Elliman and featured the Crater Celebration as the lead event.

**5 Million Viewers / Exposure in 200 Mainland Markets
13 Interviews in Top 50 Markets / 18 Interviews in Top 100 Markets**

Source: McNeil Wilson Agency

VISITOR STATISTICS

◆
Attendees from
25 Mainland Cities,
plus
Canada and Guam

◆
Visitors from
Kauai, Maui,
Big Island, Molokai
and Lanai

Source: Ticketmaster



Yvonne Elliman, center, with backup singers, Sandi Tsukiyama de Oliveira and Allison Maldonado



Kamasami Kong, second from the left, a huge presence in local radio in the late 1970s, with Warren Wyatt, left, Mike Kelly and Frank Shane

Tens-of-Millions of Impressions

Via Radio, Television, Online Media, and Print

Promotions ran in the following markets:

**Hawaii, New York, New Jersey, San Francisco,
Seattle, Los Angeles, Las Vegas, Houston,
and multiple cities in Japan**

Source: Multiple Event Wrap-up Reports

Diamond Head
CRATER
Celebration

June 6, 2006

Mr. Sidney Snyder, Chair
Diamond Head State Monument Foundation
3118 Waialae Avenue, Suite 101
Honolulu, HI 96816-1502

Dear Chairman Snyder:

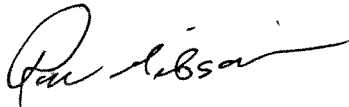
I have been in discussion with Rick Egged regarding Diamond Head Crater Celebration's vision of making a donation to the Foundation. Unfortunately, the vision that we had did not manifest itself due to the extraordinary inclement weather that immediately preceded the event. The excessive rains not only affected our ticket sales but also increased our expenditures substantially. Actually, we feel blessed that we were able to proceed with the production as scheduled at all and were overwhelmed by the scope of the excellent media coverage and accolades.

On a positive note, we did retain the local non-profit organization Habilat, to do over 15k worth of grooming and maintenance in the park. Many utilizing the State Monument will enjoy these improvements. The producers funded this work personally.

Along those lines, in the spirit of our desire to contribute to the Foundation, my associate, Mark Mellick, and I pledge a personal donation of 10k to assist in establishing the Foundation.

As soon as the Foundation is ready to accept funds please send us pertinent tax information and the donation will be processed immediately. We look forward to making this contribution and to assisting the Foundation in additional fundraising opportunities in the future.

Mahalo,



Ron Gibson
Executive Producer
Diamond Head Crater Celebration

CC: Peter Young
Dan Quinn
Rick Egged

46-421 Holokaa Street Kaneohe, HI 96744
Phone 808.221.1202 Fax 866.843.9409
www.cratercelebration.com

Attachment 2

48352

Diamond Head
CRATER
Celebration

RECEIVED
STATE PARKS DIV

'06 MAY 15 P2:43

DEPT OF LAND &
NATURAL RESOURCES

May 3, 2006

Battalion Chief Lloyd Rogers
Honolulu Fire Department
636 South Street
Honolulu, Hawaii 96813

Dear Battalion Chief Rogers:

On April 1st 2006 a public concert was held inside the Diamond Head State Monument for the first time in almost 30 years.

In 2004 as part of the process to confirm the permit producers, Diamond Head International Music Conference, began discussing issues of concern with the Honolulu Fire Department. At that time preliminary HFD logistics, equipment and personnel needs for the event were outlined and Fire Chief Leonardi signed a letter confirming plans for continued collaboration between HFD and DHIMC.

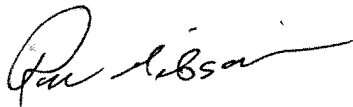
As the event date drew closer, we worked with Captain Muramoto and Captain Melemai consistently to inform and seek feedback from the HFD. Copies of the event fire and emergency evacuation plans and site maps were provided in advance for review, comments and approval from HFD.

The advanced planning for this event resulted in a smooth-running production that took place without any major incident as confirmed by your personnel.

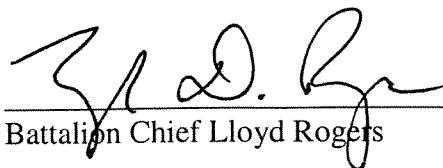
Please concur that HFD will again be instrumental in advising about requisite personnel and equipment, if needed, to ensure the safety of all attending the event should DHIMC be granted the permit to produce another event inside Diamond Head State Monument in 2007.

Sincerely,

Concur with understanding:



Ron Gibson
Executive Producer
DHIMC


Battalion Chief Lloyd Rogers

5/11/06
Date

46-421 Holokaa Street Kaneohe, HI 96744
Phone 808.388.0386 Fax 866.843.9409
www.cratercelebration.com

LINDA LINGLE
GOVERNOR

MAJOR GENERAL ROBERT G. F. LEE
DIRECTOR OF CIVIL DEFENSE

EDWARD T. TEIXEIRA
VICE DIRECTOR OF CIVIL DEFENSE



RECEIVED
STATE OF HAWAII
DEPARTMENT OF DEFENSE
OFFICE OF THE DIRECTOR OF CIVIL DEFENSE
3949 DIAMOND HEAD ROAD
HONOLULU, HAWAII 96816-4495

'06 MAY 18 12:20

May 11, 2006

DEPT OF LAND &
NATURAL RESOURCES

RECEIVED

'06 MAY 12 A10:38

DEPT. OF LAND
& NATURAL RESOURCES
STATE OF HAWAII

PHONE (808) 733-4300
FAX (808) 733-4287

Mr. Daniel Quinn
Department of Land and Natural Resources
State of Hawaii
1151 Punchbowl Street, Room 310
Honolulu, HI 96813

Dear Mr. Quinn:

Diamond Head Crater Celebration 2006


After a year of planning and preparation, the long-awaited Diamond Head Crater Celebration 2006 was executed in an efficient and safe manner despite the challenges of a harsh environment, adverse weather, and limited access and egress routes.

The producers of the Crater Celebration, namely Mr. Ron Gibson and associates, worked closely with State Civil Defense, other State and county officials, and with the Hawaii National Guard on pre-event planning to include the coordination of security requirements. As such, the event occurred without any major incident.


In light of the successful implementation of the Crater Celebration 2006 event plan, we have no objection to allowing the Producers of the Diamond Head International Music Conference to proceed with planning events inside the Crater in 2007. Recommend that your organization notify State Civil Defense of any permit applications by the Producers for future use of the Crater as early as possible to ensure the projected events do not conflict with Department of Defense activities.

On behalf of Major General Robert G. F. Lee, Adjutant General and Director of Civil Defense, I commend and thank the event Producers for their cooperation, courtesy, and coordination.

Sincerely,

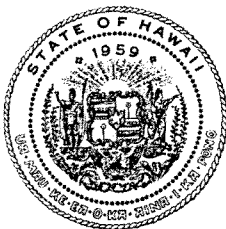

EDWARD T. TEIXEIRA
Vice Director of Civil Defense

- c: Major General Robert G. F. Lee, Adjutant General/Director of Civil Defense
✓ Honorable Peter Young, Chairperson, Board of Land and Natural Resources
Mr. Ron Gibson, Executive Producer, Diamond Head Crater Celebration

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LINDA LINGLE
GOVERNOR
MARSHA WIENERT
TOURISM LIAISON



TOURISM LIAISON

No. 1 Capitol District Building, 250 South Hotel Street, 5th Floor, Honolulu, Hawaii 96813
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804

Telephone: (808) 586-2362
Fax: (808) 586-2370

RECEIVED
STATE PARKS DIV

May 12, 2006

'06 MAY 16 P3:02

Mr. Daniel Quinn
State of Hawaii
Department of Land and Natural Resources
1151 Punchbowl Street, Room 310
Honolulu, HI 96813

DEPT OF LAND &
NATURAL RESOURCES

Dear Mr. Quinn:

I am writing in support of the efforts of Ron Gibson and the Hawaii International Music Conference to obtain a multi-year permit for the use of Diamond Head Crater. As the State Tourism Liaison, I was pleased by the success of the Crater Festival this year and I commend the producers of the event for laying a solid foundation for the program to build upon over the next two years.

Due to the fact there were no major problems that arose from the event this year, I understand that there are no objections from the major stakeholders in regards to proceeding with additional productions in 2007 & 2008. Mr. Gibson's vision to develop this project into an internationally recognized event that will attract thousands of visitors to Hawaii each year is exciting. As one of the highlights of the Hawaii Arts Season, this is a project that could benefit Hawaii's tourism industry by offering our visitors and residents with several days of entertainment and special cultural activities.

I look forward to working closely with Mr. Gibson on this project and your favorable consideration of this request. Please do not hesitate to contact me if you have any questions.

Sincerely,

Marsha Wienert

ADMINISTRATOR ☒
ASST ADMIN ☐
DEV BR ☐
PLN BR ☐
ENV MGT BR ☐
EXT AFF ☐
HONORARY ASST ☐
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DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

LINDA LINGLE
GOVERNOR
THEODORE E. LIU
DIRECTOR
MARK K. ANDERSON
DEPUTY DIRECTOR

No. 1 Capitol District Bldg., 250 South Hotel St., 5th Flr., Honolulu, Hawaii 96813
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804
Web site: www.hawaii.gov/dbedt

RECEIVED
STATE PARKS DIV

Tel.: (808) 586-2355
Fax: (808) 586-2377

June 8, 2006

'06 JUN -8 10:57

Chairperson Peter Young & Board Members
Department of Land and Natural Resources
P.O. Box 621
Honolulu, Hawaii 96809

DEPT OF LAND &
NATURAL RESOURCES

RE: Testimony in Support of a Multi-Year Permit for the Diamond Head International Music Festival and Conference.

Dear Chairperson Young and Board Members:

The Arts, Film, and Entertainment Division of the Department of Business, Economic Development, and Tourism supports the approval of a multi-year permit for the Diamond Head International Music Festival and Conference to hold events in 2007 and 2008.

One of Hawaii's most coveted cultural assets is our music. It has helped to bring world attention to our State and the talent that abounds here. From the earliest contact with the world when the guitar was introduced to Hawaii in 1830, and later with the influx of other ethnic groups, Hawaii's music has grown with the richness of many cultures and become a part of our perceived image around the world. Music has an enormous potential to grow and become an economic driver in our economy.

The growth of Hawaii's music industry is most dependent upon our ability to support the export of music and promote the artists. Events such as this Festival and Conference play an important role to that end. The Crater Festival in 2006 was carried to over 5 million viewers in 200 markets and reported on by over 40 newspapers across our nation. With the assurance of a multi-year permit, the organizers can gather an even greater degree of support and media impact reaching a larger audience. Through media exposure, our local artists will be performing with international music stars before a world audience.

Further, with an annual returning event, supporters will be more willing to expand the activities, creating more opportunities for commerce and community involvement. The organizers have a vision of bringing in a greater array of music artists from around the world (pop, jazz, classical, and cultural themes), creating celebrity and charity events, educational and business seminars, concerts, and related events in other locales. We envision this Festival and Conference becoming a major annual international event, much like the Cannes Film Festival, attracting world attention and participation.

Chairperson Peter Young & Board Members

June 8, 2006

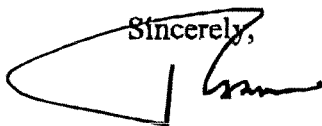
Page 2

This festival will be beneficial to Hawaii's local economy and communities. The 2006 event brought in visitors from out-of-state and employed over 300 people including musicians, halaus, set and stage companies, craft and food vendors, security, transportation companies, agents, promoters, visitor and hospitality services. Of equal significance, is the sensitivity of organizer to conduct these activities with minimal impacts on surrounding neighborhoods while maintaining and preserving the natural beauty of the Diamond Head Crater once the festival is over.

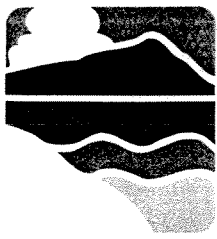
In summary, Hawaii has a unique opportunity to support an activity that touches both commerce and community in a positive way. We can be proud that Hawaii's renowned symbol and icon, Diamond Head, can also serve as Hawaii's beacon for music and culture.

For these reasons, we ask that you support the approval of a multi-year permit to hold this festival in Diamond Head Crater.

Thank you for the opportunity to testify.

Sincerely,


Theodore E. Liu



**W A I K I K I
I M P R O V E M E N T
A S S O C I A T I O N**

2255 Kuhio Avenue - Suite 760
Honolulu, Hawai'i 96815
Telephone (808) 923-1094
FAX (808) 923-2622

Enhancing Waikiki since 1967

55693
48442

RECEIVED
May 28 2006
STATE PARKS DIV

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'06 MAY 25 A10:21

'06 MAY 30 A9:08

DEPT. OF LAND
& NATURAL RESOURCES
STATE OF HAWAII

DEPT OF LAND &
NATURAL RESOURCES

The Honorable Peter Young
Chair, State of Hawaii Board of Land and Natural Resources
Kalanimoku Building
1151 Punchbowl St.
Honolulu, HI 96813

Regarding: **The Diamond Head International Music Conference**

Dear Chair Young:

The Waikiki Improvement Association (WIA) believes that the 2006 Diamond Head International Music Concert was a great success. Despite difficult weather conditions that threatened the viability of the event, the show went on much to the joy of those in attendance. We have heard no major complaints or concerns expressed about the execution of the event.

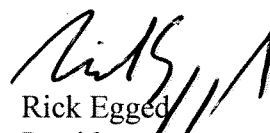
A number of WIA members and their staff were present. They expressed many positive comments about the experience, especially about the high caliber of the performances. One person in particular remarked on the unique experience of being in Leahi crater at night.

The concert and the International Music Conference that will form around it have tremendous potential to be the basis for an ongoing attraction that will benefit our community in many ways. Our musicians and entertainment industry gain a forum to demonstrate their talent to the international music society. The visitor industry gains another quality attraction bringing national and international visitors to Hawaii. Many local businesses make money and provide jobs providing the logistical support for the conference. Hawaii as a destination gains valuable national and international publicity.

The community and the State clearly benefit from the event. The organizer of the event made good on his promise to minimize any adverse impacts the event might have had. We feel confident that he will continue to do so in the future. For these reasons, the Waikiki Improvement Association supports renewing the organizer's license to put on the event for the next two years.

Thank you very much for your leadership regarding this important addition to a vibrant venue. Please feel free to contact me if you have any questions. I can be reached at 923-1094 ext. 4 or 391-1094.

Sincerely,


Rick Egged
President

3375 Koapaka Street, D-108
Honolulu, Hawaii 96819
Phone: (808) 831-0811

RECEIVED
STATE PARKS DIV

May 16, 2006

'06 MAY 18 A10:13

Daniel Quinn
State Parks Administrator
Department of Land and Natural Resources
1151 Punchbowl, Room 130
Honolulu, HI 96813

DEPT OF LAND &
NATURAL RESOURCES


Dear Mr. Quinn,

Times Supermarkets was pleased to be involved with this year's Crater Celebration. We saw the value to our customers and community early on and agreed to be part of the Crater campaign more than a year before the April 1 presentation.

We have been involved with events in Hawai i for several years and being part of the festival inside Diamond Head stands out as something truly special. Crater Celebration brought value to Times Supermarkets on several levels and we are confident that each year we will expand upon many of the creative marketing avenues used in 06. Times was able to involve inclusion by key suppliers and we anticipate expanding the overall participation each year.

Times wishes to participate again and we support the Department of Land and Natural Resources granting future permits for Diamond Head Crater Celebrations. Being able to budget and plan ahead is critical to us being able to create the partnerships and displays appropriate for such a high-profile event and we request that a multi-year permit be given to the Diamond Head International Music Festival & Conference.

Sincerely Yours,


Roger K. Godfrey
President, Times Super Market

- ☐ ADMINISTRATOR
- ☐ ASST ADMIN
- ☐ DEV BR
- ☐ PLAN BR
- ☐ RES MGT BR
- ☐ CLERICAL
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- ☐ ...

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LINDA LINGLE
GOVERNOR

MAJOR GENERAL ROBERT G. F. LEE
DIRECTOR OF CIVIL DEFENSE

EDWARD T. TEIXEIRA
VICE DIRECTOR OF CIVIL DEFENSE



STATE OF HAWAII
DEPARTMENT OF DEFENSE
OFFICE OF THE DIRECTOR OF CIVIL DEFENSE
3949 DIAMOND HEAD ROAD
HONOLULU, HAWAII 96816-4495

May 11, 2006

DEPT OF LAND &
NATURAL RESOURCES

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PHONE (808) 733-4300
FAX (808) 733-4287

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DEV BR
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CLERICAL
ADMIN ASST
INTERP BR - Yone

FOR:
CIRC/POST/STAFF RM
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Mr. Daniel Quinn
Department of Land and Natural Resources
State of Hawaii
1151 Punchbowl Street, Room 310
Honolulu, HI 96813

Dear Mr. Quinn:

Diamond Head Crater Celebration 2006

After a year of planning and preparation, the long-awaited Diamond Head Crater Celebration 2006 was executed in an efficient and safe manner despite the challenges of a harsh environment, adverse weather, and limited access and egress routes.

The producers of the Crater Celebration, namely Mr. Ron Gibson and associates, worked closely with State Civil Defense, other State and county officials, and with the Hawaii National Guard on pre-event planning to include the coordination of security requirements. As such, the event occurred without any major incident.

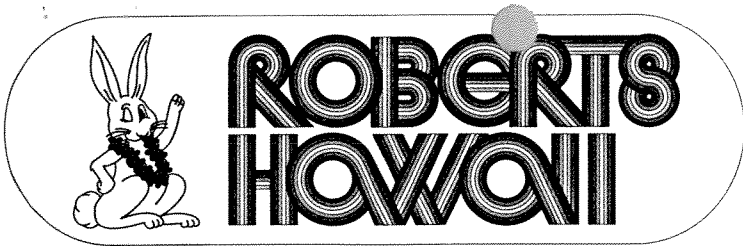
In light of the successful implementation of the Crater Celebration 2006 event plan, we have no objection to allowing the Producers of the Diamond Head International Music Conference to proceed with planning events inside the Crater in 2007. Recommend that your organization notify State Civil Defense of any permit applications by the Producers for future use of the Crater as early as possible to ensure the projected events do not conflict with Department of Defense activities.

On behalf of Major General Robert G. F. Lee, Adjutant General and Director of Civil Defense, I commend and thank the event Producers for their cooperation, courtesy, and coordination.

Sincerely,

EDWARD T. TEIXEIRA
Vice Director of Civil Defense

- c: Major General Robert G. F. Lee, Adjutant General/Director of Civil Defense
Honorable Peter Young, Chairperson, Board of Land and Natural Resources
Mr. Ron Gibson, Executive Producer, Diamond Head Crater Celebration



48304

May 4, 2006

RECEIVED
STATE PARKS DIV

'06 MAY -8 AM 1:39

DEPT OF LAND &
NATURAL RESOURCES

Mr. Daniel Quinn
State of Hawaii
Department of Land and Natural Resources
1151 Punchbowl Street, Room 310
Honolulu, HI 96813

Dear Mr. Quinn:

Robert's Hawaii worked closely with Diamond Head International Music Conference to coordinate the transportation element of the event that took place on April 1st, 2006.

As you are aware, the producers went to great length to ensure that the impact of traffic on the surrounding neighborhoods would be minimal. To bring all patrons attending the Diamond Head Crater Celebration into the Crater from remote parking areas represented a large-scale operation that utilized several dozen buses.

Myself along with others in my management team participated in numerous advanced planning meetings to fine-tune travel routes and other details.

The operation, both on the entrance and exit, ran smoothly without any major incidents or problems arising.

Should the producers be issued a permit for another Diamond Head Crater Celebration, Robert's Hawaii will again participate in the transportation. I am confident that we will be able to build upon the successful foundation that was laid this year to make the entire operation run even more efficiently.

This event was enjoyed by many thousands of people in our community, as well as providing business to numerous transportation industry service providers and professional drivers. I encourage Board of Directors to issue another permit to DHIMC for 2007.

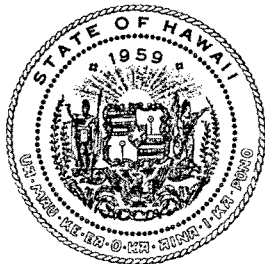
Sincerely,

DEEMS NARIMATSU
Vice President

- TO: ADMINISTRATOR ☒
- ASST ADMIN ☐
- DEV BR ☐
- PLAN BR ☐
- RES MGT BR ☐
- CLERICAL ☐
- ADMIN ASST ☐
- ☒ INTERP BR ☐

- FOR: CIRC/POST/STAFF RM ☐
- COMMENTS & REC ☐
- DRAFT REPLY ☐
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- SEE ME ☐
- FAX/SEND COPY TO ☐

48302



Hawaii Tourism Authority

Hawaii Convention Center, 1801 Kalakaua Avenue, Honolulu, Hawaii 96815
Website: www.hawaii.gov/tourism

LINDA LINGLE
Governor

REX D. JOHNSON
President and Chief Executive Officer

Telephone: (808) 973-2255
Fax: (808) 973-2253

May 4, 2006

RECEIVED
STATE PARKS DIV
'06 MAY -8 AM 11:29

DEPT OF LAND &
NATURAL RESOURCES

Mr. Daniel Quinn
State Parks Administrator
Department of Land and Natural Resources
1151 Punchbowl Street, Room 310
Honolulu, HI 96813

Dear Dan:

My staff and I were impressed with the detailed planning for the April 1, 2006 Crater Celebration and the genuine concern for the neighbors and our community shown by its producers. Their professionalism and dedication are strong assets and a part of why HTA supports allowing future events put on in Diamond Head by this organization.

This first year event was an excellent beginning for the development of the Diamond Head International Music Festival & Conference. HTA achieved many of its goals as sponsors of the Crater Celebration including the event generating media coverage around the world. Expanding the program could stimulate additional incremental visitations to the Islands and attract music industry professionals from Asia, the Mainland, and Europe and around the globe.

The Crater Celebration was featured in our Arts Season campaign and additional high-profile activity will allow us to create even more coverage. I urge the DLNR Board to grant multiple years permitting which will help the Conference to reach its full potential.

Best regards,

Rex D. Johnson
President and CEO

TO: ADMINISTRATOR ☒
ASST ADMIN ☐
DEV BR ☐
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DEPT OF LAND &
NATURAL RESOURCES

Daniel Quinn
State Parks Administrator
Department of Land and Natural Resources
1151 Punchbowl, Room 130
Honolulu, HI 96813

Dear Sirs:

Hawaiian Airlines was pleased to be the official airlines of the 2006 Crater Celebration and we look forward to participating again as a sponsor as it develops into the Diamond Head International Music Festival & Conference. We have reviewed with the Festival & Conference organizers their overall vision of creating a signature annual international attraction and we support those efforts.

From our standpoint we believe that the local community and visitor industry benefited this year from the Crater Celebration. In fact Hawaiian Airlines was able to bring in twenty of Australia's top tour operators to enjoy the festivities who expressed their intention to support such an event in the future with their business.

Hopefully, based on your approval of using the crater for future events we can look forward increasing the value of these type of programs for visitors from around the world by having the Diamond Head International Music Festival & Conference be able to plan its activities for the next years. On behalf of Hawaiian Airlines, we would respectfully request that the Department of Land and Natural Resources consider granting a multi-year permitting for future Crater Celebrations.

Sincerely,

Kirk Smith
Vice President - Sales and Marketing

Cc: David Zimmerman

ADMINISTRATOR
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RES MGT BR
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ADMIN ASST
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May 9, 2006

Mr. Daniel Quinn
State Parks Administrator
Department of Land and Natural Resources
1151 Punchbowl, Room 130
Honolulu, HI 96813

Dear Mr. Quinn:

We were delighted to see the return of public events inside Diamond Head Crater and we compliment the efforts of the Crater Celebration's producers. Oceanic Time Warner Cable and our Road Runner subscribers benefited directly through our association with the event and we support this group being permitted to present festivals in Diamond Head again. We feel that the Festival is an asset to our community and we are excited to be involved.

Working with annual events helps us in programming and is important in involving necessary sponsorships. This ability to plan ahead is important in our business and we request that a multi-year permit be given to the Diamond Head International Music Festival & Conference.

Sincerely,

A handwritten signature in black ink, appearing to read "Alan Pollack".

Alan Pollack
Vice President - Marketing

AP:gk

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'06 MAY 15 P3:05

DEPT OF LAND &
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STARWOOD

HOTELS & RESORTS HAWAII

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'06 MAY 15 P3:06

DEPT OF LAND &
NATURAL RESOURCES

May 11, 2006

Mr. Daniel Quinn
State Parks Administrator
Department of Land & Natural Resources
1151 Punchbowl, Room 130
Honolulu, HI 96813

Dear Mr. Quinn:

Starwood Hotels & Resorts Hawaii partnered in the 2006 Crater Celebration. I believe that events such as this are good for Hawaii as a destination and for the hospitality industry as a whole. We invested resources and support to help launch this year's Crater Celebration, and look forward to seeing how it can possibly grow in the future.

From a partner's perspective, it benefits us to know the dates of these events well in advance so that we can maximize our marketing and planning efforts. Large events like the Crater Celebration benefit our community as well as Hawaii's visitor industry. I encourage the Department of Land and Natural Resources to grant new permits for future Crater Celebrations so that the Festival can build upon the sturdy foundation that was laid this year.

Mahalo,



David Uchiyama
Regional Director of Communications
Starwood Hotels & Resorts Hawaii

ADMINISTRATOR
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RES MGT BR
CLERICAL
ADMIN ASST
INTERP BR

OR:
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WESTIN
HOTELS & RESORTS

Sheraton
HOTELS & RESORTS

Four Points
Sheraton

ST. REGIS

The Luxury Collection

W
HOTELS

REGIONAL COMMUNICATIONS OFFICE

2255 KALAKAUA AVENUE, HONOLULU, HAWAII 96815 T (808) 931.8233 F (808) 923.2106

48332

ticketmaster

RECEIVED
STATE PARKS DIV
06 MAY 12 PM 02
DEPT OF LAND &
NATURAL RESOURCES

May 11, 2006

Mr. Daniel Quinn
State of Hawaii
Department of Land and Natural Resources
1151 Punchbowl Street, Rm 310
Honolulu, HI 96813

Dear Mr. Quinn;

I wanted to send a letter of support for continuing the Diamond Head Celebration. From Ticketmaster's perspective the professional manor in which the promoter handled all the details of ticket sales made the process run smooth. Meeting with all necessary parties well in advance to determine the operational aspects of the advance sales, parking considerations and day of show expectations were invaluable. This gave consumers from not only the local market but all the Islands and the mainland clear and precise information and ease of purchase. We had ticket sales from 25 North American States, Canada, Guam and Hawaii. As the first event has successfully taken place I hope you allow an extension for multiple years as it will give us an opportunity to expand on the Marketing opportunities, as well as the operational functionality to provide consumers additional value and make sure they schedule their calendars to include coming each year to experience this unique and inspiring event.

Best regards,



Shirley Alexander
General Manager
Ticketmaster Hawaii

48335~

elissa josephsohn

public relations/advertising/marketing
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May 11, 2006

Mr. Daniel Quinn
State of Hawaii
Department of Land and Natural Resources
1151 Punchbowl Street, Room 310
Honolulu, HI 96813

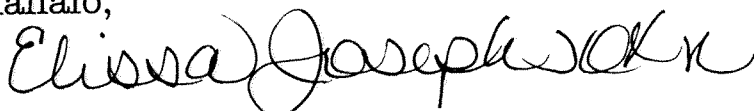
Dear Mr. Quinn:

As the publicist for the 2006 Diamond Head Crater Celebration, I wholeheartedly commend all involved in granting the permits to GM Entertainment for this outstanding event and endorse the awarding of a multi-year permit for the Diamond Head International Music Conference to continue and expand.

Having been in the community for more than 30 years and having represented every organization from the Hawaii Theatre, Army Community Theatre, and Ballet Hawaii to visiting Broadway shows at the Blaisdell Concert Hall, I have had the pleasure of working with Ron Gibson since the 1970's when I was with the Honolulu Symphony. His leadership and dedication to providing first-class entertainment has always been outstanding, and this year's Crater Celebration was no exception. I was very proud to be involved with such an event that cared not only for the artistic product, but also for the environment in which it was staged, paying attention to all the details that made for a most memorable experience for all involved, both on stage and in the audience.

I also have the privilege of handling publicity for the Hawaii Arts Season and was excited to have the Crater Celebration as a new focal point during this period of time. It was new and captured the attention of the national and international media, ranging from Mainland newspapers to Japanese web sites to Pravda, and was a bright piece of news during what was a "shower" of negative press for Hawaii from our weather and water conditions at the same time. I look forward to having it occur again (and again).

Mahalo,



Elissa Josephsohn

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**DIAMOND HEAD CRATER CELEBRATION / APRIL 2006
NEIGHBORHOOD BOARD COMMENTS / FEEDBACK**

Waikiki Board No. 9
Bob Finley, May 2, 2006

"Per our conversation I have heard no complaints about the Crater Celebration, in fact it was a welcome break after all the rain... The Crater is not within the WNB area of responsibility but we certainly would like to be kept aware of events like this."

DHCC FOLLOW UP: Inform Board of all activities.

Diamond Head/Kapahulu/St. Louis Heights No. 5
Karen Ah Mai, May 2, 2006

"The reaction at the Neighborhood Board meeting after the Crater Festival was positive. Everyone who commented either enjoyed it or thought it went fine... There were no complaints... The consensus seems to be that people wouldn't mind having it again."

"I don't think it would be necessary to have someone at our next meeting."

DHCC FOLLOW UP: Inform Board of all activities.

Kaimuki No. 4
Mike Abe, May 1, 2006

"I have not personally heard of any complaints. But that doesn't mean we may not hear any at our meeting. I'm glad the rains halted in time for the concert...Your crew must have accomplished a miracle."

DHCC FOLLOW UP: No concerns were raised in the April meeting. DHCC stands ready to address any complaints that may arise in the future.

Waialae-Kahala No. 3
Lester Fukuda, May 5, 2006

Mr. Fukuda voiced a concern about one of the bus routes however; he did not deem it necessary to add this as an agenda item for discussion at their monthly meeting.

DHCC FOLLOW UP: The concern was investigated by producers with HPD and Robert's Hawaii and determined to be an isolated incident. Findings were reported to Waialae-Kahala Board and to Dan Quinn.